

ESTUDIO MARISCAL

PRESS KIT

GRANSHIP

Development of the identity and application system.

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We created the visual identity of a great culture container applying organic, sinuous forms that refer to performance body language.

Gran Ship is the popular name of the impressive building that Arata Isozaki projected in the Japanese city of Shizuoka, an immense cultural centre divided into four areas: the large auditorium for five thousand spectators, another smaller one, a small theatre for an audience of 400 and a large congress hall.

The organic shapes of the brand express the artistic, flexible nature of the building and are developed in all the features of which its visual identity is made up, including the signs of the building. This huge culture container expresses itself in all its messages with sinuous, sophisticated shapes that refer to a theatrical body language.

The creativity of the project does not neglect the environment, the architecture, the uses of the building, the culture of the place, the tradition and users' needs.

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Development of the identity and application system.

client Shizuoka Convention & Arts Center

country Japan

year 1997

tags imagen y comunicación, identidad, interiorismo y arquitectura

related projects h&m, framestore, gran hotel domine bilbao, teatro del bosque

GRANSHIP
Shizuoka Convention & Arts Center



Pellentesque quis diam vel eros blandit
Vel eros blandit.

Fusce congue libero et orci. Pellentesque habitant morbi tristique
malesuada fames ac turpis egestas. Ut at ligula sed arcu tincidunt
lacus vel risus. Morbi quis nibh. Proin at pede. In hac habitasse platea dictumst: neam sed cur
ut tortor accumsan tempor. Aenean est ipsum, gravida in, sodales fringilla, nonummy vel
lectus. Morbi tempus, nulla at aliquet tincidunt, enim augue aliquam
augue in ligula. Ut porta ullamcorper odio. In luctus. Pellentesque
fringilla. Vestibulum in risus ut enim ultrices lacinia. Mauris pharetra
convallis dolor. Donec hendrerit vulputate mi.

Pellentesque habitant morbi rutrum lacus vel risus. Morbi quis nibh
habitasse platea dictumst. Nam sed dui ut tortor accumsan tempus
gravida in, sodales fringilla, nonummy vel, lectus. Morbi tempus,
enim augue aliquam tortor, ut congue quam augue in ligula. Ut p
luctus. Pellentesque quis diam vel eros blandit fringilla. Vestibulum
lacinia. Mauris pharetra. Pellentesque blandit convallis dolor. Don



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